

# **EXHIBIT A**



Plaintiffs' Smartflash Exhibit

Smartflash LLC v. Apple Inc. et al.

**PX103.028**

C.A. 6:13-cv-00447

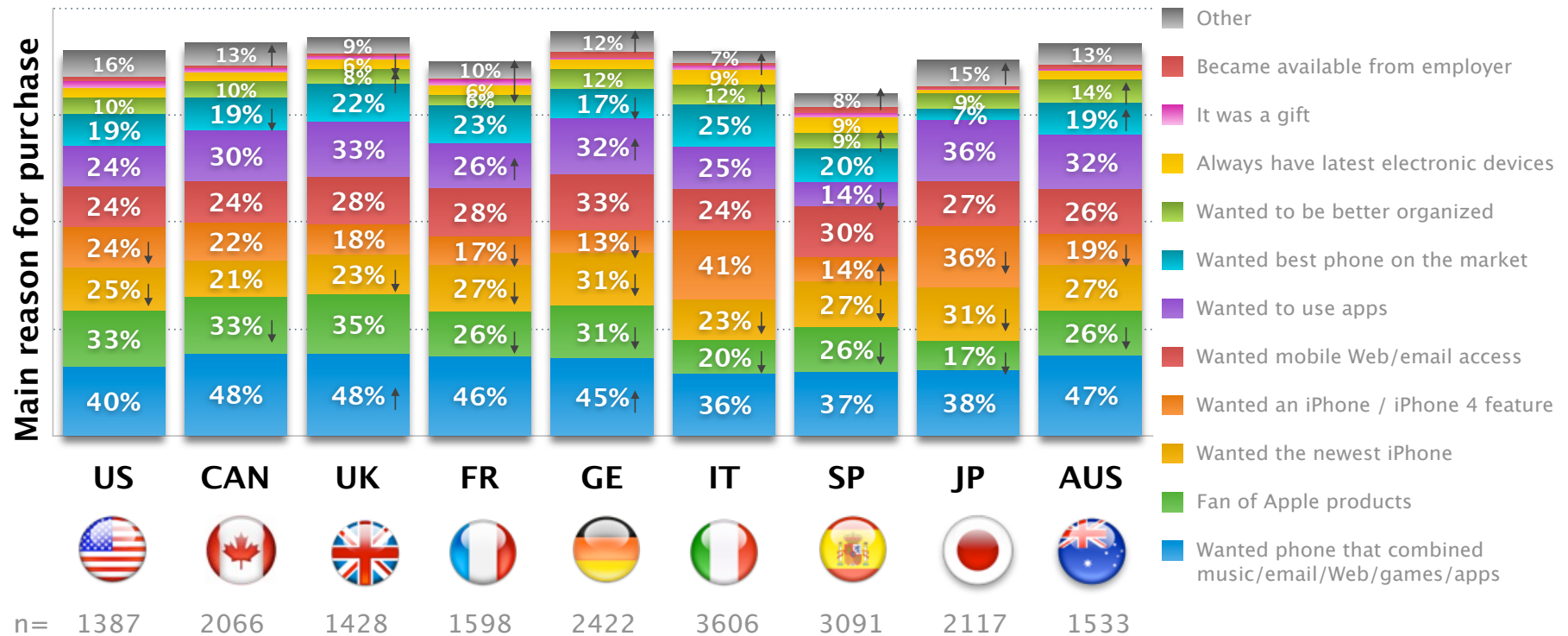


# iPhone Buyer Survey

The information in this and related documents is strictly  
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Apple Market Research & Analysis  
FY11 – Q1

# Reasons for purchase center around the benefits of owning a smartphone – a notable percentage mentioned being a



C5. What was the main reason you purchased an iPhone [3GS/4] at this time? (Base: iPhone buyers; up to 3 reasons could be selected)

9



Tuesday, August 28, 2012



# iPhone Buyer Survey

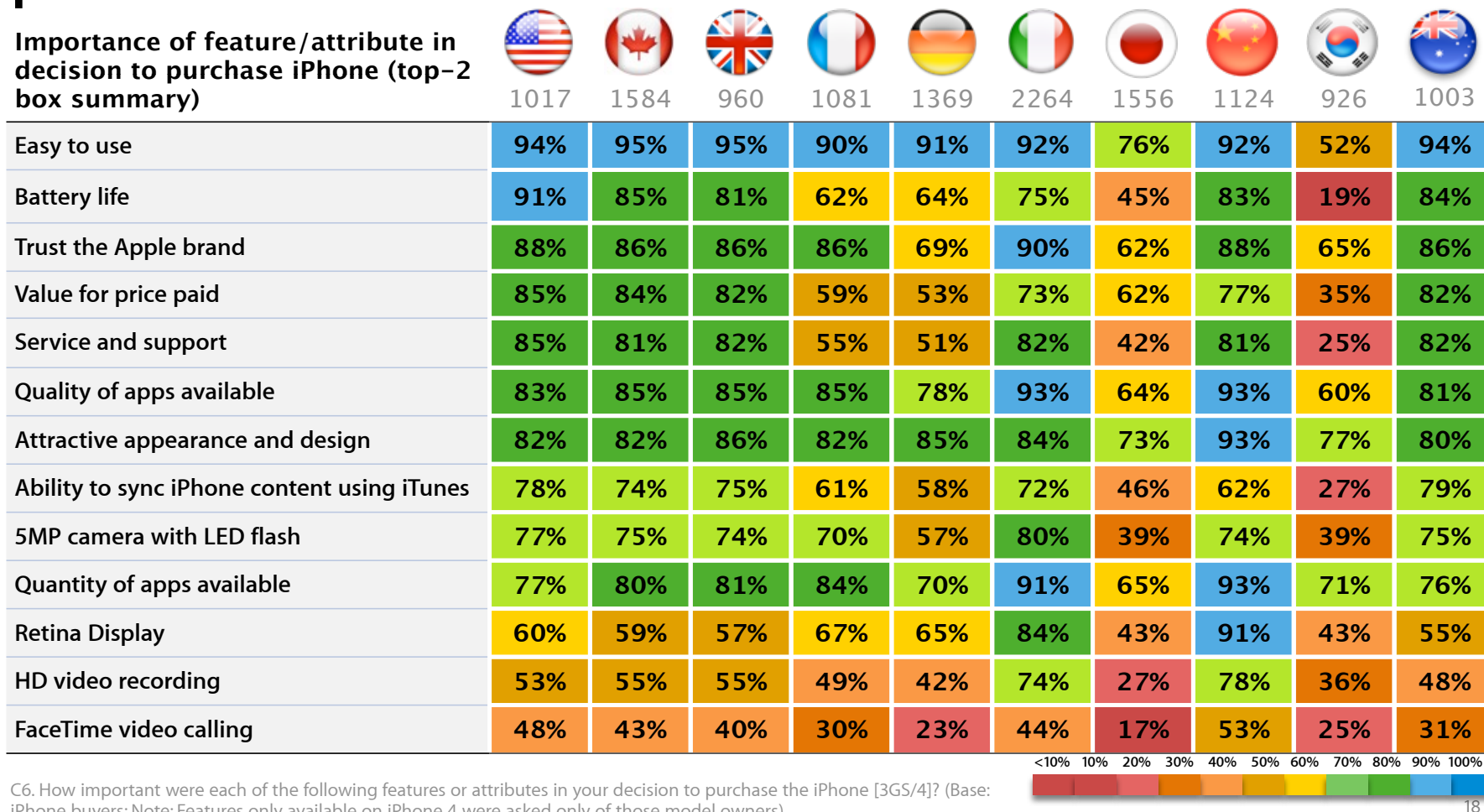
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FY11 - Q4

Tuesday, August 28, 2012

# Importance of features and attributes in iPhone purchase decision

Importance of feature/attribute in decision to purchase iPhone (top-2 box summary)



Tuesday, August 28, 2012







# iPhone Buyer Survey

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**Many features are important in the purchase decision. However, Web capabilities, Ease of use, and Apps are rated highest.**



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# iPhone Buyer Survey

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# Reasons for purchasing an iPhone vary by country

										
	n= 1184	1551	1104	1165	1550	2384	1740	1260	1108	1144
Main reason for purchase	US	CAN	UK	FR	GE	IT	JP	CH	KOR	AUS
Wanted a phone that combined music, email, Web, and downloaded games and	43%	48%	45%	41%↓	42%	34%	33%↓	38%	28%	44%
Fan of Apple products	37%	35%	36%	23%↓	26%↓	16%↓	19%	33%	25%	30%
Wanted to use apps	29%↑	35%↑	33%	25%	33%	25%↑	34%	28%	40%	32%
Wanted mobile Web and email access	24%	26%	25%	31%	34%	26%	23%	12%	8%	27%
Wanted an iPhone/iPhone 4 feature	20%	18%	15%	16%	12%	37%	36%	51%	28%	16%
Wanted the best mobile phone on the market	18%	18%	21%	23%	15%	26%	6%	17%	14%	16%
It has the best reputation	18%↑	15%↑	21%↑	21%↑	14%↑	17%↑	13%	13%	24%	16%
Wanted the newest iPhone	15%	13%	21%	21%	24%	20%↓	29%	24%	25%	20%
Wanted to be better organized	9%	10%↓	8%	7%	12%	12%	6%	4%	2%	10%
Always have the latest electronic devices	3%	3%	5%	3%↓	5%	7%	2%	8%	3%	4%
It was a gift	3%	1%	1%	2%	2%	3%	0%	5%	1%	2%
It became available from my employer	3%	3%	2%	2%	4%	2%	1%	1%	1%	3%
Other	19%	15%	11%	11%	13%↑	10%↑	19%	7%	13%	14%

1st highest 2nd highest 3rd highest

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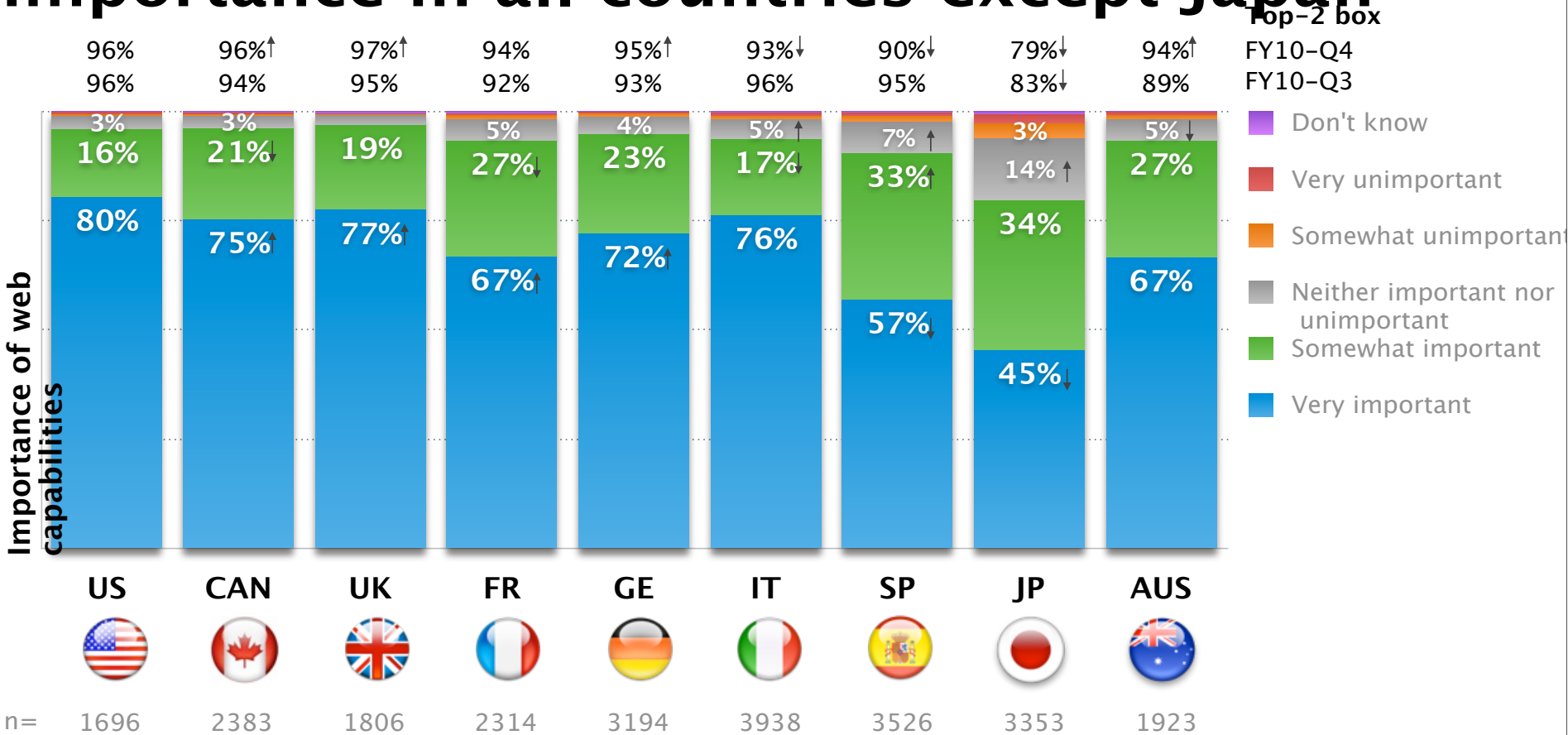
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Apple Market Research & Analysis  
FY10 – Q4

**Web capabilities, ease of use,  
and apps are key features in  
the decision to purchase an  
iPhone**

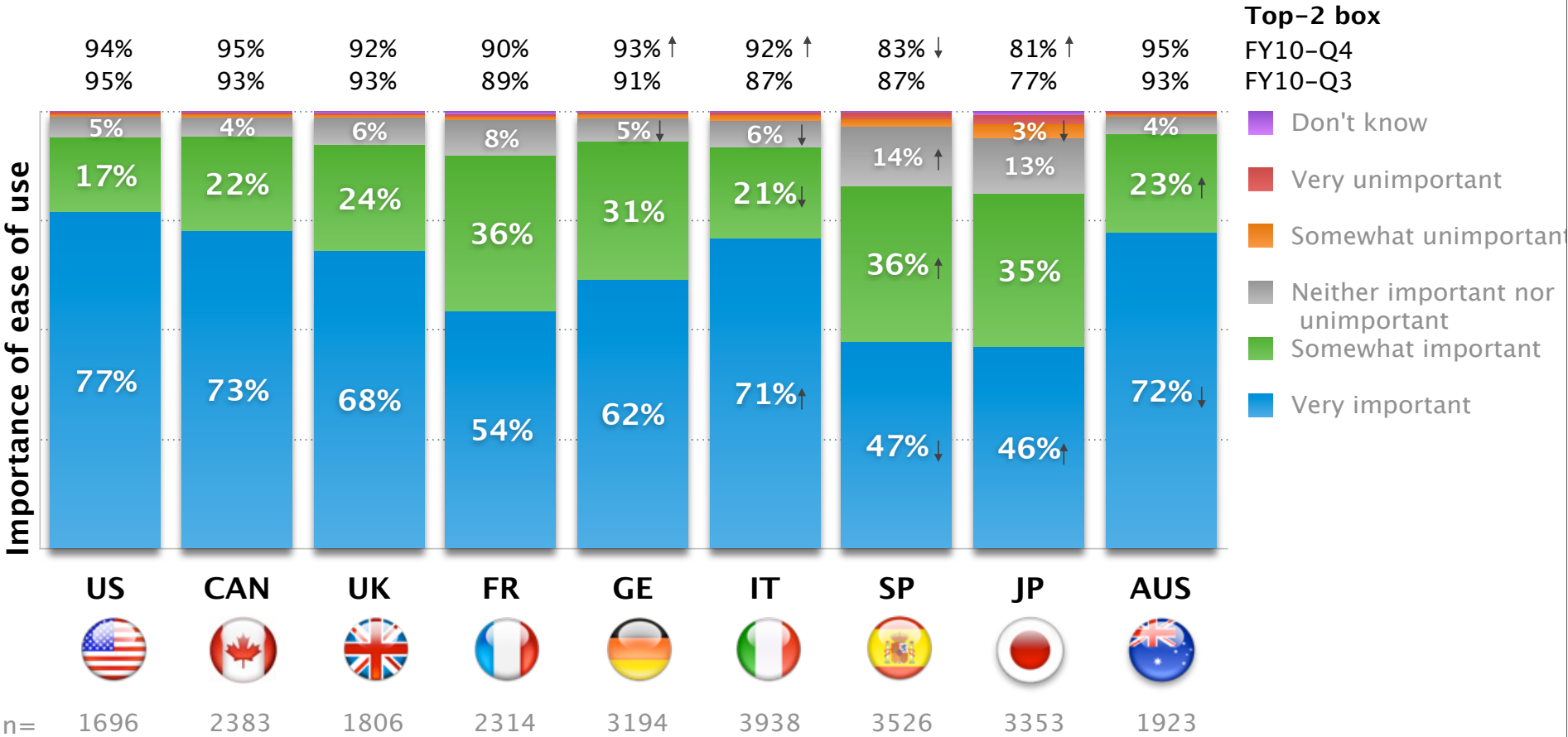


# Web capabilities is highest in overall importance in all countries except Japan



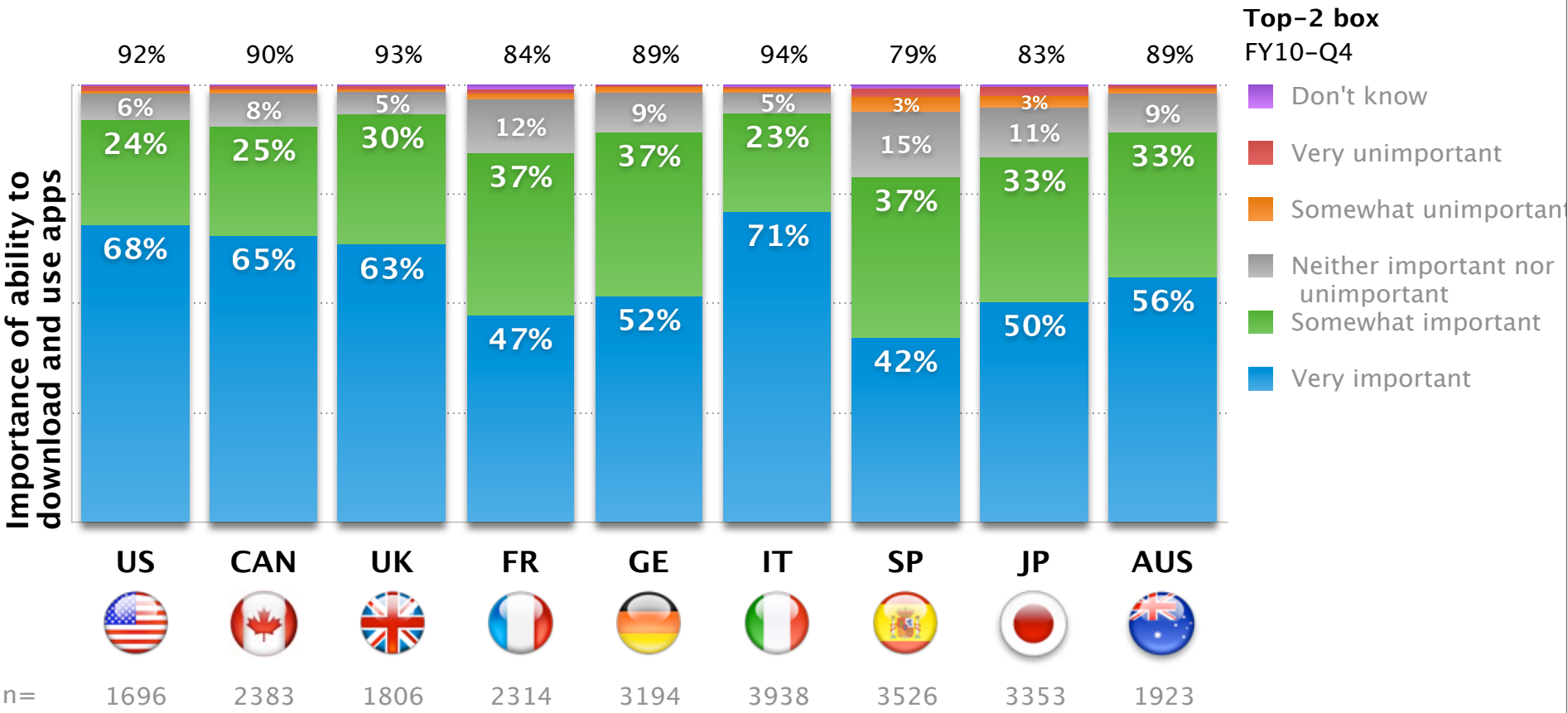
C6\_C. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers)

# Ease of use is also high in importance



C6\_B. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers)

# Importance of The ability to download and use apps is very high in all countries except



C6\_F. How important were each of the following features or attributes in your decision to purchase the iPhone [3GS/4]? (Base: iPhone buyers)  
Question added FY10-Q4





# iPhone Buyer Survey

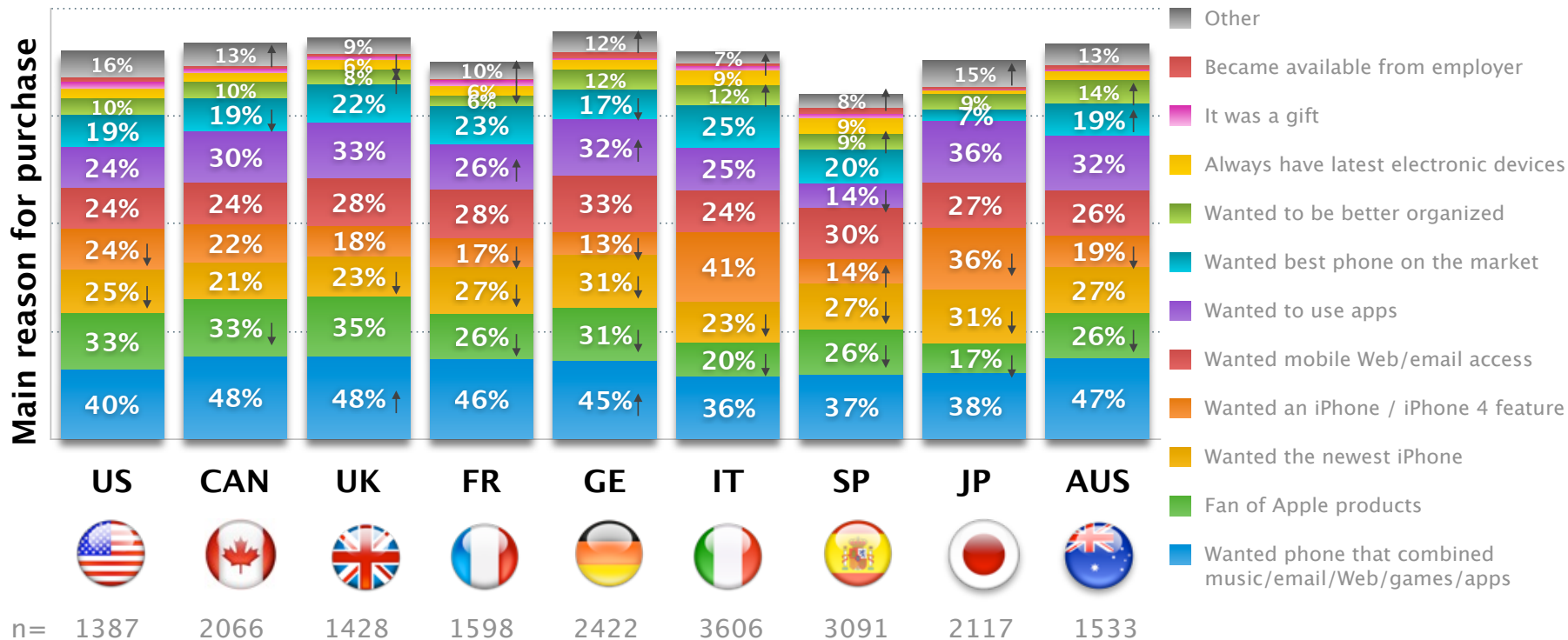
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FY11 – Q1

# Purchase decision making

7

# Reasons for purchase center around the benefits of owning a smartphone – a notable percentage mentioned being a



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